

Google Play
Historical Operating Results
2011-2021

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
(\$ millions)*											
Revenue											
Apps	\$ -	\$ -	\$ -	\$ -	\$ 3,499	\$ 4,557	\$ 5,760	\$ 6,785	\$ 8,182	\$ 10,688	\$ 11,973
Ads	-	-	-	-	66	380	661	1,610	2,517	3,487	5,724
VX	-	-	-	-	339	357	353	435	449	496	136
Other	-	-	-	-	-	36	56	42	107	62	60
Hedging	-	-	-	-	39	7	16	5	4	-	-
Total Revenue	51	204	1,599	3,097	3,942	5,336	6,846	8,878	11,259	14,732	17,892
Direct Cost of Sales											
Transaction Fees	-	-	-	-	940	1,113	1,438	1,648	2,003	2,473	2,669
Content Costs	-	-	-	-	305	310	294	421	460	539	270
Customer Support	-	-	-	-	62	83	82	68	91	101	103
Other	-	-	-	-	165	241	132	64	61	73	156
Ads Direct Cost of Sales ²	-	-	-	-	-	-	-	-	6	6	81
Total Direct Cost of Sales	56	130	1,046	1,499	1,471	1,747	1,946	2,201	2,620	3,192	3,280
Cost of Sales Reclassed - Direct	-	-	-	-	-	-	-	-	-	-	153
Cost of Sales Reclassed - Allocated	-	-	-	-	-	-	-	-	-	-	305
Infrastructure	-	-	-	-	42	70	80	127	147	157	-
Gross Profit	(5)	75	553	1,598	2,429	3,519	4,819	6,551	8,491	11,383	14,155
OPEX											
Direct OPEX	-	-	-	-	400	586	632	603	595	618	459
Marketing A&P	-	-	-	-	162	228	201	189	210	215	258
Allocations	-	-	-	-	326	419	626	521	590	832	792
Total OPEX	121	147	212	804	888	1,233	1,459	1,313	1,396	1,665	1,509
Operating Profit Before Allocated OPEX	n/a	n/a	n/a	n/a	1,867	2,705	3,986	5,759	7,686	10,550	13,438
Operating Profit	\$ (126)	\$ (72)	\$ 341	\$ 793	\$ 1,541	\$ 2,285	\$ 3,361	\$ 5,239	\$ 7,096	\$ 9,718	\$ 12,646
Operating Profit Percentage	-247%	-35%	21%	26%	39%	43%	49%	59%	63%	66%	71%

Notes:

[1] The figures are expressed in millions of dollars. One thousand million dollars (\$1,000 million) is equivalent to one billion dollars (\$1,000,000,000).

[2] For 2019-2021, Google Play ads direct cost of sales are not further broken down by category.

Sources:

GOOG-PLAY-000416245; GOOG-PLAY-001090227; GOOG-PLAY-010801680; and GOOG-PLAY-010801682.

HIGHLY CONFIDENTIAL – ATTORNEYS' EYES ONLY

EXHIBIT 6956

EXHIBIT 6956-001